

## Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 06685 181433Z  
ACTION ARA-14

INFO OCT-01 ISO-00 ABF-01 /016 W  
-----072220 181438Z /45

P 172107Z JUL 78  
FM AMEMBASSY BOGOTA  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 9019  
AMCONSUL BARRANQUILLA  
AMCONSUL CALI  
AMCONSUL MEDELLIN

UNCLAS BOGOTA 6685

FOR THOMAS MOORE, BED/OIM, ROOM 4039

E.O. 11652: N/A  
TAGS: BEXP, CO  
SUBJ: FAIRS AND EXPOSITIONS: BOGOTA INT'L FAIR JULY 15-  
JULY 30, 1978

1. THE OPENING CEREMONIES HOSTED BY PRESIDENT LOPEZ WERE HELD  
ON EVENING OF JULY 14 IN THE AUDITORIUM OF INTERNATIONAL  
PAVILION. THE FAIR OPENED TO PUBLIC ON THE MORNING OF JULY  
15.

2. THE U.S. PAVILION WAS AMONGST THE VERY FEW READY  
ON TIME FOR THE OPENING (39 COUNTRIES ARE PARTICIPATING).  
THE PAVILION OCCUPIES AN INSIDE AREA OF 4055 SQUARE METERS  
(85 EXHIBITORS) AND AN OUTSIDE AREA OF 1100 SQUARE METERS  
(11 EXHIBITORS) AND IS THE LARGEST IN AREA AND NUMBER OF  
EXHIBITORS.

3. THERE WERE NO MAJOR PROBLEMS EXCEPT CONVINCING OUR EXHI-  
BITORS TO MOVE THEIR EQUIPMENT INTO THE PAVILION ON-TIME.  
THERE WERE ALSO MORE SERIOUS PROBLEMS EXPERIENCED AT  
THE AIRPORT AND CUSTOMS BY SOME OF OUR EXHIBITORS.  
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4. APELCO DE COLOMBIA (REPRESENTING AMC AND WELLCRAFT)  
SOLD ALL THEIR MERCHANDISE (ONE CRUISER AND FIVE JEEPS)  
ON THE FIRST DAY OF THE FAIR; A SALE AMOUNING TO APPROXIMATELY  
100,000 DOLLARS. OTHER EXHIBITORS ALSO REALIZED SALES  
AMOUNTING TO SEVERAL THOUSAND DOLLARS ON THE FIRST DAY.

5. EMBASSY IS CONVINCED THAT OUR PARTICIPATION AT BOGOTA  
FAIR WILL BE A TOTAL SUCCESS AND APPRECIATES THE SUPPORT  
RECEIVED FROM COMMERCE AND STATE.  
DREXLER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 17 jul 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Source:** CORE  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014